



# KNOWLEDGE AND ATTITUDE OF ADULTS TOWARDS GENDER SENSITIZATION.

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## ABSTRACT

**Introduction:** Gender sensitization is to change behavior and the ability to understand into the views that we hold about our own and the other gender. Gender sensitization is an aware and understanding the role of function of male and female society. The government decided to modify the concept of gender sensitization. The aim of the study is to assess the knowledge and attitude of adults towards gender sensitization in selected area of Pune city. And to co-relate the knowledge and attitude of adult towards gender sensitization. And to associate the finding with selective demographic variables. **Method:** A quantitative research study was conducted to assess knowledge and attitude towards gender sensitization among adults using descriptive research design. 300 samples were selected area of Pune city by using non-probability convenient technique. Data was analyzed by using descriptive and inferential statistics. In that frequency, mean, SD, and Chi square test were included. Data was collected by using self-structured questionnaires from 25<sup>th</sup> October to 6<sup>th</sup> November 2019.

**Result:** Finding of the study regarding knowledge of adults towards Gender Sensitization is 70.33% of adults have an average knowledge, 5.33% have poor knowledge, 24.33% have good knowledge and finding of the study regarding attitude of adults towards gender sensitization is 99.33% have a positive attitude and 0.666% have a negative attitude.

**Conclusion:** It is concluded that majority of participants had an average knowledge and positive attitude towards Gender Sensitization.

**keywords:** Knowledge, attitude, adults, gender sensitization.

## INTRODUCTION:

Different concept of gender sensitization has an effect on individual's knowledge as well as in the behavior. In ancient periods understandings of gender sensitization between individual and the other gender which is totally different.

The motive behind this statement is to make other aware of the strength between both the gender in society and to know the value of providing equal opportunities and treatment to them. We need gender sensitization to stop violence against any particular gender. It needs for economic prosperity. Gender sensitization is needed to get equal rights, responsibilities, and opportunities for all the genders. Everyone is affected by gender inequality, men, women, children, and transgender it impacts on the society as well as people with all ages. Gender sensitization is alteration of behavior and the ability to understand into the views that we grasp about our own and the other gender. Gender sensitization presides over gender sensitivity.

Everyone has their own point of view regarding the concept of gender sensitization. The variations arrive in behavior by increasing awareness of gender equality matters. The whole matter claim, the changes of behavior towards specific gender and its effect on society and its development.

Gender inequality is seen in the families, religion that is remarkably influenced and it can still be caused by societal factors. Gender sensitization is consciousness and understanding of the role of function of male and female in society. It carries gender empowerment to promote social and economic development.

Gender discrimination starts from birth and throughout the life in college, school and even workplace also. It affects negative impact on society. The increasing case of violence against women. The government decide to modify the concept of gender sensitization.

It needs to get human rights of all gender. gender sensitization is essential of society that get equal value of all gender which helps of society safer and healthier.

## METHODOLOGY

Research Approach –Quantitative Approach

Research Design – Non-Experimental Descriptive Research Design

Total 300 samples were selected from the selected area of Pune city. The Non-probability convenient sampling technique used for the present study. Population selected for current study is adults belongs to the age group from 18 to 40 years. Research tool consists of two sections.

1. Demographic Data – Age, gender, education, marital status, occupation, type of family, and previous knowledge towards gender sensitization.
2. Self structured questionnaire.

## RESULTS

Section I : Demographic data- majority (35.66%) belonged to the 18 to 40 years of age group, majority (52%) of samples are male found in study, majority of participant (50%) are married, majority (38%) of adults completed their higher secondary education, majority of occupation (34.60%) of participant are student, regarding the type of family majority (57.33%) were in joint family and regarding previous knowledge of gender sensitization majority (72%) were in no any knowledge regarding gender sensitization.

Section II : Analysis and interpretation related to knowledge towards gender sensitization.

In overall study knowledge score was categorized in 3 categories that is Average knowledge (70.33%), Good knowledge (24.33%) and Poor knowledge (5.34%).

Section III : Analysis and interpretation of related to attitude towards gender sensitization. Attitude score was divided in two categories (99.33%) of participant had positive attitude and (0.76%) of participant negative attitude towards gender sensitization.

Section IV : Analysis and interpretation related to correlation between knowledge and attitude towards gender sensitization. By using Karl's Pearson Correlation coefficient, it found (0.48%), there is moderate correlation between knowledge and attitude towards gender sensitization.

Section V : Analysis related to association within selective demographic variables. The data represent there is association of gender is significant and other are not significant P-value level is more than 0.05 level its shows that significant.

## DISCUSSION

### Discussion of the finding

The discussion of the current study was based on the results obtained after the descriptive and statistical analysis of collected data. The aim of the research study was to assess the knowledge and attitude of adults towards gender sensitization and associate the findings with selected demographic variables. 300 samples were selected by non-probability convenient sampling technique, permission was taken from the college for the study. Written consent was taken from the participant. The validity was done by five experts from different department, suggestion and correlation were included as needed. Reliability was done with the 30 samples from urban area which is suggested that tool was reliable. The pilot studies were done on 30 samples in that feasibility of the study was confirmed. The assessment of knowledge and attitude of adults towards gender sensitization revealed that 70.33% of adults had average knowledge, 24.33% of adults had good knowledge and 5.34% of adults had poor knowledge. And majority of adults had 99.33% positive attitude towards gender sensitization.

## CONCLUSION

Study was collected among 300 adults in selected area of Pune city. Knowledge and attitude questionnaires administered after fulfilling all the ethical consideration. Results of the present study reported that 70.33 % of them had average knowledge and 99.33% of adults had positive attitude towards gender sensitization.

This conclude that the adults having average knowledge towards gender sensitization and positive attitude towards gender sensitization. Hence, there is need to get human rights to all gender and gender sensitization is essential of society that get equal value of all gender which helps of society safer and healthier.

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